

# METHOD AND APPARATUS FOR CONDUCTING DOMAIN NAME SERVICE

## ABSTRACT OF THE DISCLOSURE

A method for conducting Internet domain name service to users connected to the Internet comprises an automated procedure for transferring Internet domain name service from a domain name owner to a domain name manager. This method further comprises Internet sub-domain name services to prospective buyers based on domain names transferred to the domain name manager. Messages requesting domain name service, including requests from domain name owners to sub-license their particular domain name to prospective sub-domain name buyers and from prospective sub-domain name buyers to license available sub-domain names, are received and responded to by an automated domain name management system. This automated domain name management system further comprises an interactive website which includes a database, search engine, and Web server.